

**marketing
information
service**

KWIC INDEX OF NEW DIMENSIONS IN
MARKETING TECHNOLOGY

VOLUME I - 1967*



**AEROSPACE
RESEARCH APPLICATIONS CENTER**

PUBLISHED BY

AEROSPACE RESEARCH APPLICATIONS CENTER (ARAC)
INDIANA UNIVERSITY FOUNDATION
INDIANA MEMORIAL UNION BUILDING
BLOOMINGTON, INDIANA

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*LISTS THE 330 REPORTS ANNOUNCED BY ARAC'S
MARKETING INFORMATION SERVICE
DURING THE PERIOD NOVEMBER 1964 - JULY 1967.

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INTRODUCTION

Recognizing the potential value of government R & D results to private, market oriented industry, the Aerospace Research Applications Center (ARAC) was established at Indiana University in December 1962, as a cooperative effort between NASA, the University, and industry. The Center's basic objective is to formulate, design, and test information systems for linking industrial firms with the base of knowledge being developed through the programs of NASA and other government agencies. The Center seeks to serve four specific purposes:

1. To aid in the development of new and improved products, processes, and materials for commercial markets.
2. To preclude duplication in industrial research and development programs of work already accomplished in whole or part in government programs.
3. To provide a current awareness concerning emerging technology.
4. To extend the base of knowledge concerning the generation, communication, and application of technology.

One of the Center's information transfer services is the Marketing Information Service. The specific purposes of the Marketing Information Service are:

1. To provide company marketing people with information on the latest methods and techniques for increasing the effectiveness of marketing programs.
2. To provide company marketing people with specific problem-solving information.
3. To aid member companies identify new marketing opportunities.

"New Dimensions in Marketing Technology" is the title of a monthly package of approximately ten abstracts of articles designed to provide

marketing managers with information on new developments in marketing management, marketing research, marketing analysis, etc. The articles abstracted in "New Dimensions" cover a wide spectrum of marketing subjects and are selected to reflect new developments in the field of marketing as well as developments in other areas - Operations Research, Communication, Sociology, etc. - which are making significant contributions to marketing management.

The specific aim of "New Dimensions" is to acquaint subscribers of this service with new techniques and methods in the marketing field. To this end, the ARAC staff peruse approximately 70 journals, books, and proceedings in an effort to pinpoint articles which would be of interest to marketing personnel. The journals searched are from both the marketing and non-marketing disciplines containing the kind of information useful for understanding and meeting the demands of tomorrow's markets.

Typical of the journals which are regularly searched are the JOURNAL OF MARKETING, JOURNAL OF MARKETING RESEARCH, JOURNAL OF ADVERTISING RESEARCH, HARVARD BUSINESS REVIEW, BUSINESS HORIZONS, MANAGEMENT SCIENCE, JOURNAL OF OPERATIONS RESEARCH, AMERICAN JOURNAL OF SOCIOLOGY, INTERNATIONAL SCIENCE AND TECHNOLOGY, and various law journals.

This publication of the MIS KWIC INDEX is designed to acquaint the reader with the kind of articles available through the service and:

1. To indicate coverage of all aspects of marketing as shown by the key word indexing.
2. To indicate the journal coverage of the service in order to bring together as many different views on marketing problems as practical and useful.
3. To indicate the author span - that is authors from all areas are brought into the service; business, education (all institutions), government.

NEW DIMENSIONS IN MARKETING TECHNOLOGY

New Dimensions is highly selective in both journal source, content, and author's relationship to the marketing world and knowledge of the marketer's needs.

Conceptually we see the service as a source of information of concern to the marketing manager in his total environment. Therefore, articles will be drawn from many disciplines and from the entire spectrum of management. Marketing is, of course, our basic interest and the bulk of articles will be drawn from the marketing or marketing-oriented literature. The objective is to provide the manager with a full range of articles in the general area. We are, however, partial to the "new" in marketing. This does not mean that the information will be strictly theoretical in nature. Instead we lean heavily on informative writing which stresses new techniques that are of interest and of value to the practicing manager. Similarly, we bring forth information on new product opportunities, the new markets of the near future. We must stress that the service is not exhaustive, but it is highly selective in its coverage of a broad range of (highly selective) journals.

The selection process is based on a number of standards, not the least of which is its value to the marketer. Every journal cannot be screened for every article, every month; however, the MIS analysts circumvent this problem in a variety of ways. The marketing related journals are divided among the analysts who screen each journal upon publication. This is fairly simple and forms the basis of most articles. However, our function is to provide information; therefore, the analyst will scan reporting services, government publication print-outs, and any

other title-content source available. In this way a broad base of management-techniques articles are made available. Often a specific discipline, say accounting, will have articles within the area that are related to the marketing function and these articles may be of interest to our customers. Other areas of management not directly related to marketing may be of interest to our readers; therefore, emphasis will be given to other specialized publications to develop a broad base for the desired information. An example of this would be the current interest in systems. Certainly there have been a number of excellent articles in the marketing journals on systems; however, the basic systems concept must be understood along with its interrelationship with the total firm before "marketing systems" has any real meaning. With this in mind the service has provided a number of general systems articles, a handbook, some background or historical information, and some highly technical publications.

METHOD OF INDEXING

In order to provide an efficient system for identifying these reports, the KWIC (Keyword-in-context) method of indexing has been utilized. The underlying principle of this type of index is that words instead of concepts can be used for indexing. Keywords - i.e. catchwords or essential words - can be extracted from the title. Thus, the context about a keyword helps to define or explain its use which leads the user to the pertinent report or other types of information he desires.

Information, to be readily available and useful, must be organized in a meaningful manner. One method would be to assign each piece of information

a unique identifying number and arrange the pieces in order by this number - the Author-Source Index. An example follows:

| <u>Abstract Number</u> | <u>Author</u> | <u>Source</u> | <u>Source Date</u> |
|------------------------|----------------|---------------|--------------------|
| G1030 | Laser, William | OR | September 1964 |

A second method of ordering information is by key word indexing - that is selecting words that characterize the content of the information and arranging these according to some system - usually alphabetic - KWIC Index.

KWIC as applied to the Marketing Information Service utilizes both methods. To facilitate a manual search of the file for a particular subject area or topic of interest, each title is machine-indexed (by the computer) under each significant word of the title. These index words are then sorted and listed alphabetically to produce the listing called the KWIC INDEX showing the keyword followed by the title of the report and its accompanying identification number. An example follows:

Operations

Operations Research in Marketing: Some Critical Comments
08 66 G1030

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| A-1070 | Schon, Donald A. | IST | November 1966 |
| A-1071 | Vroom, Victor H. | BM | Action Idea No. 61 |
| A-1072 | Miles, Raymond E. and Vergin, Roger C. | CMR | Spring 1966 |
| A-1073 | Drucker, Peter | SM | November 1966 |
| A-1074 | Barry, John W. | MSS | Jan.-Feb. 1967 |
| A-1075 | Gilman, Glenn | BH | Winter 1966 |
| A-1076 | Oxenfeldt, Alfred R. | AMA | 1966 Fall Conference |
| A-1077 | Stewart, John M. | MKQ | Winter 1966 |
| A-1078 | Charnes, A. and Cooper W.W. | MS | October 1966 |
| A-1079 | Adler, Lee | HBR | Nov.-Dec. 1966 |
| A-1080 | Fuller, R. Buckminster | SM | |
| A-1081 | Gibson, R. E. | CMR | Fall 1966 |
| A-1082 | McCale, John J. | JB | Vol. XXXVIII |
| A-1083 | Copisarow, Alcon C. | MKQ | Winter 1967 |
| A-1084 | Amstutz, Arnold E. | AMA | 1966 |
| A-1085 | Editors | KA | News I, 1966 |
| A-1086 | Gilmore, Frank F. | CMR | Winter 1966 |
| A-1087 | Kotler, Philip | BH | Fall 1966 |
| A-1088 | Boyd, Harper W., Jr. and Levy, Sidney J. | JM | October 1966 |
| A-1089 | Cox, Donald F. and Good, Robert E. | HBR | May-June 1967 |
| A-1089 (2 part) | Head, Robert V. | DA | May 1967 |
| A-1090 | Editors | SM | January 1, 1967 |
| A-1091 | Drucker, Peter F. | MKQ | Spring 1967 |
| A-1092 | Bower, Marvin | MKQ | Summer 1966 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|---|---------------|------------------|
| A-1093 | Albaum, Gerald | CMR | Summer 1967 |
| A-1094 | Mattson, Howard W. | IST | December 1965 |
| B-100G | Oxenfeldt, A. R. | HBR | July-Aug. 1960 |
| B-1000 | Dean, J. | HBR | November 1950 |
| B-1001 | Morgenroth, William M. | JMR | August 1964 |
| B-1002 | Dean, J. | JM | |
| B-1003 | Edward, Ide A. | | 1957 |
| B-1004 | Sampson, Richard T. | HBR | Nov.-Dec. 1964 |
| B-1005 | Dittrich, N. E. & Kollaritsch, F. P. | MSS | Sept.-Oct. 1964 |
| B-1006 | Green, Paul E. | JM | January 1963 |
| B-1007 | Schultz, Robert S. | HBR | July-Aug. 1963 |
| B-1008 | Warshaw, Martin R. | JM | July 1962 |
| B-1009 | Wentz, Theodore E. | JM | April 1966 |
| B-1010 | Jamison, Ward | IM | March 1966 |
| B-1011 | Oxenfeldt, Alfred R. | HBR | July-Aug. 1966 |
| B-1012 | Corsiglia, Jack | IEEE | June 1965 |
| B-2000 | Politz, A. | POQ | Winter 1956-57 |
| B-2001 | This number was not used. | | |
| B-2002 | This number was not used. | | |
| B-2003 | This number was not used. | | |
| B-2004 | Shaw, Steven J. | JM | January 1965 |
| B-2005 | Bauer, Raymond & Buzzell, Robert D. | HBR | Sept.-Oct. 1964 |
| B-2006 | Cartwright, Dorwin | HR | 1949 |
| B-2007 | Editors | BH | Spec. Issue 1961 |

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| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|--|---------------|-----------------------|
| B-2008 | Winick, Charles | JM | July 1961 |
| B-2009 | Rogers, E. M. & Beal, G. M. | SF | 1960 |
| B-2010 | Kotler, Philip | JM | October 1965 |
| B-2011 | Dockson, Robert C. Jr. | BT | Winter 1963 |
| B-2012 | Coleman, Richard P. | AMA | Winter 1960 |
| B-2013 | Boyd, Harper W. Jr. & Levy, S. J. | HBR | Nov.-Dec. 1963 |
| B-2014 | Hopkinson, Tom M. | HBR | Sept.-Oct. 1964 |
| B-2015 | Reynolds, William H. & Myers, James H. | BT | Spring 1966 |
| B-2016 | Morrison, Donald G. & Frank, Ronald E. | JMR JB | November 1966 1962 |
| B-300G | Kotler, Philip | JMR | February 1964 |
| B-3000 | Green, Paul E. | BH | Fall 1962 |
| B-3001 | Riehman, Barry M. | BH | Summer 1962 |
| B-3002 | Scheuble, Philip A. Jr. | HBR | Nov.-Dec. 1964 |
| B-3003 | Wong, Yung | JM | October 1964 |
| B-3004 | Talley, Walter J. | BH | Spring 1964 |
| B-3005 | Jaedicke, Robert K. | PSB | April 1958 |
| B-3006 | O'Meara, John T. | HBR | Jan.-Feb. 1961 |
| B-3007 | Ansoff, H. Igor | HBR | Sept.-Oct. 1957 |
| B-3008 | Borcherdt, G. T. | AMA | 1957 |
| B-3009 | Ames, B. Charles | HBR | Nov.-Dec. 1963 |
| B-3010 | Editors | ID | May 1963 |
| B-3011 | Christensen, B. M. & Greene, J. R. | MAC | 1963 |
| B-3012 | Kotler, Philip | HBR | March-April 1965 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|--|---------------|------------------|
| B-3013 | Clifford, Donald K., Jr. | DR | May 1965 |
| B-3014 | Luck, David J. & Nowak, Theodore | HBR | May-June 1965 |
| B-3015 | Gisser, Philip | IM | May 1965 |
| B-3016 | Corey, E. Raymond | BH | Spec. Issue 1961 |
| B-3017 | Alexander, R. S. | JM | April 1964 |
| B-3018 | Haring, Albert | BH | Spec. Issue 1961 |
| B-3019 | Wasson, Chester R. | JM | July 1960 |
| B-3020 | Levitt, Theodore | HBR | Nov.-Dec. 1965 |
| B-3021 | Frank, Ronald E. & Massy, William F. | JB | April 1965 |
| B-3022 | McCarthy, E. J. | JB | April 1959 |
| B-3023 | Charnes, A.; Cooper, W. W.; DeVoe, J. K.; and Learner, D. B. | DOD | September 1965 |
| B-3024 | Vine, Allym | IST | December 1965 |
| B-3025 | Ames, Charles B. | BH | Summer 1966 |
| B-3026 | Purcell, W. R. Jr. & Hale, Raymond W. | BTR | April 1966 |
| B-3027 | Cooper, Arnold C. | HBR | Sept.-Oct. 1966 |
| B-3028 | Charnes, A.; Cooper, W. W.; DeVoe, J. K.; and Learner, D. B. | MS | July 1966 |
| B-3029 | Mertes, John E. | NTSU | Fall 1966 |
| B-3030 | Clifford, Donald K. Jr. | MKQ | September 1965 |
| B-3031 | Kotler, Philip | MS | December 1965 |
| B-3032 | Levitt, Theodore | HBR | Sept.-Oct. 1966 |
| B-3033 | Editors | CEN | October 1966 |
| B-3034 | Karger, D. W. & Murdick, R. G. | CMR | Winter 1966 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|---------------------------------------|---------------|-------------------|
| B-3035 | Crawford, C. Merle | JMR | May 1966 |
| B-3036 | Day, Ralph L. | JMR | November 1965 |
| B-4000 | Crowther, John F. | HBR | March-April 1964 |
| C-100G | Grossack, Irvin M. & Kelly, Robert F. | BH | Fall 1963 |
| C-1001 | Cox, Donald F. | HBR | Nov.-Dec. 1961 |
| C-1002 | Buzzell, Robert D. | JMR | August 1964 |
| C-1003 | Magee, John F. | AMA | |
| C-1004 | Dean, Joel | JM | January 1959 |
| C-1005 | Freeman, Cyril | HBR | July-Aug. 1962 |
| C-1006 | Colley, Russell H. | HBR | Sept.-Oct. 1962 |
| C-1007 | Kotler, Philip | JAR | March 1964 |
| C-1008 | Editors | IM | |
| C-1009 | Lavidge, R. J. & Steiner, G. A. | JM | October 1961 |
| C-1010 | Politz, Alfred | JM | October 1960 |
| C-1011 | Brooks, Robert C. Jr. | JM | October 1957 |
| C-1012 | Cohen, Stanley I. | MS | October 1966 |
| C-1013 | Dean, Joel | JM | October 1966 |
| C-1014 | Editors | SM | February 19, 1965 |
| C-1015 | Smith, Gail | PI | May 14, 1965 |
| C-1016 | Dichter, Ernest | HBR | Nov.-Dec. 1966 |
| C-1017 | Hinkle, Charles L. | AMA | Fall 1966 |
| C-2000 | Ackoff, Russell L. | AM | 1955 |
| C-2001 | This number was not used. | | |
| C-2002 | Brown, Hulswit, & Ketelle | OR | June 1956 |
| C-2003 | Mayer, David & Greenberg, Herbert M. | HBR | July-Aug. 1964 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|--|---------------|-----------------|
| C-2004 | Kinder, William F. | BH | Spring 1964 |
| C-2005 | Webster, Frederick E. Jr. | BH | Spring 1965 |
| C-2006 | Caswell, W. Cameron | CMR | Fall 1964 |
| C-2007 | Herzog, Donald R. | CMR | Winter 1961 |
| C-2008 | Semlow, Walter J. | HBR | May-June 1959 |
| C-2009 | Kahn, G. N. & Shuckman, A. | HBR | Jan.-Feb. 1961 |
| C-2010 | Day, Ralph L. & Bennett, Peter D. | JM | October 1962 |
| C-2011 | Frey, J. M. | HBR | Nov.-Dec. 1955 |
| C-2012 | Pearson, Andraill E. | HBR | Jan.-Feb. 1966 |
| C-2013 | Webster, Frederick E. Jr. | JM | January 1966 |
| C-2014 | Editors | SM | January 6, 1961 |
| C-2015 | May, Robert C. | IM | October 1965 |
| C-2016 | Editors | BM | January 1965 |
| C-2017 | Editors | BM | August 1965 |
| C-2018 | Katzenback, Jon R. & Champion, R. R. | BH | Fall 1966 |
| C-2019 | Henry, J. Porter Jr. | SM | 1963 |
| C-2020 | Britt, Dr. Steuart Henderson & Adams, Velma | BM | May 1967 |
| C-2021 | Reynolds, William H. | BH | Summer 1966 |
| C-2022 | Kahn, George N. | SM | 1967 |
| C-2023 | Sears, William R. | STB | |
| C-300G | Sprague, Jeremy D. | JM | January 1964 |
| C-3000 | Davison, W. Phillips | POQ | Fall 1959 |
| C-3001 | Brown, D. B. & Warshaw, M. R. | JMR | February 1965 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|--------------------------------------|---------------|-----------------|
| C-3002 | Klapper, Joseph L. | POQ | Winter 1958 |
| C-3003 | Laser, William & Bell, William E. | JAR | September 1966 |
| D-2001 | Artle, R. & Berglund, S. | MS | July 1959 |
| D-2002 | Magee, John | HBR | July-Aug. 1960 |
| D-2003 | Duncan, Delbert J. | MCMP | |
| D-2004 | Stewart, Wendell M. | JM | January 1965 |
| D-2005 | Smith, Charles W. | JM | January 1953 |
| D-2006 | Meal, Harlan C. | TDM | December 1964 |
| D-2007 | Weigand, Robert | AR | July 1963 |
| D-2008 | Morse, Leon | DR | January 1963 |
| D-2009 | Bullen, H. J. | SM | May 1965 |
| D-2010 | Editors | DC | 1966 |
| D-2011 | Herring, Dora | MSS | Sept.-Oct. 1966 |
| D-2012 | McDonald, A. L. Jr. | BH | Summer 1964 |
| D-2013 | Magee, John F. | HBR | July-Aug. 1960 |
| D-2013 (2 part) | Hill, W. Clayton | IM | February 1963 |
| D-200G | Shycon, Harvey N. & Maffei, R. B. | HBR | Nov.-Dec. 1960 |
| D-3000 | Whiteman, Irvin R. | JM | January 1964 |
| D-3001 | Jamison, Paul E. | TDM | August 1966 |
| D-4000 | Ross, Howard R. | IST | November 1966 |
| D-4001 | Editors | DOC | May 1966 |
| E-1000 | Ferber, Robert | JM | January 1954 |
| E-1001 | Oxenfeldt, Alfred R. | HBR | Jan.-Feb. 1959 |
| E-1002 | Turner, Robert C. | BH | Spring 1965 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|---|---------------|------------------|
| E-1003 | Paranka, Stephen | JM | July 1960 |
| E-1004 | Dockson and Myers | USC | January 1964 |
| E-1005 | This number was not used. | | |
| E-1006 | Lorie, James H. | JB | July 1957 |
| E-1007 | Louth, John D. | DR | October 1965 |
| E-1008 | Lewis, John P. | JB | October 1962 |
| E-1009 | Cairncross, A. K. | IAJ | December 1964 |
| E-1010 | Reynolds, William H. | HBR | Sept.-Oct. 1965 |
| F-100G | Massy, William F. & Webster, F. E. Jr. | JMR | May 1964 |
| F-1000 | Banks, Seymour | JM | October 1964 |
| F-1001 | This number was not used. | | |
| F-1002 | This number was not used. | | |
| F-1003 | Doris, Robert H. | JM | January 1965 |
| F-1004 | Stern & Heskett | HBR | March-April 1965 |
| F-1005 | Boyd, H. W. & Brith, S. H. | JMR | February 1965 |
| F-1006 | Roberts, Harry V. & Lorie, James H. | BMR | 1951 |
| F-1007 | Ketchum, Harry W. | AME | Winter 1958 |
| F-1008 | Newman, Joseph W. | HBR | March-April 1962 |
| F-1009 | Bass, Frank | JB | January 1963 |
| F-1010 | Enright, Ernest J. | HBR | May-June 1966 |
| F-1011 | Murray, Thomas J. | DR | January 1965 |
| F-1012 | Lepstein, Benjamin | JAR | December 1965 |
| F-1013 | Wright, David C. | MR | May 1966 |
| F-1014 | Day, Ralph L. | BH | Fall 1966 |
| F-1015 | Brandt, Steven C. | JM | October 1966 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|-----------------------------------|---------------|-----------------|
| F-1016 | Thompson, Donald C. | JMR | May 1966 |
| F-1016 (2 part) | Applebaum, William | JMR | February 1967 |
| G-100G | Weiss, Doyle L. | JM | July 1964 |
| G-1000 | Baumol, W. J. & Sevin, C. H. | HBR | 1957 |
| G-1001 | Simon, Leonard S. | JMR | February 1965 |
| G-1002 | Green, Paul | JAR | December 1962 |
| G-1003 | Ferrara, William L. | MSS | July-Aug. 1964 |
| G-1004 | Green, Paul E. | JMR | May 1964 |
| G-1005 | Kline, C. A. & Hesler, H.H. | NACA | August 1952 |
| G-1006 | Rapoport, L. A. & Drews, W. P. | HBR | May-June 1962 |
| G-1007 | Gargiulo, Granville R. | MSS | May-June 1965 |
| G-1008 | Meimasoglou, M. C. | B | November 1964 |
| G-1009 | Magee, John F. | HBR | July-Aug. 1964 |
| G-1010 | Goldman, Marimont, & Vaccara | SCB | November 1964 |
| G-1011 | Kotler, Philip | JM | October 1963 |
| G-1012 | Magee, John F. | HBR | Sept.-Oct. 1964 |
| G-1013 | Enrick, Norbert L. | MSS | Sept.-Oct. 1964 |
| G-1014 | Hertz, David B. | HBR | Jan.-Feb. 1964 |
| G-1015 | Editors | BM | January 1965 |
| G-1016 | Arnoff and Netzorg | MSS | Jan.-Feb. 1965 |
| G-1017 | Kuehn, Alfred A. | AMA | 1962 |
| G-1018 | Wanty, Jacques | OR | March-June 1960 |
| G-1019 | Gibbons, Charles C. | AMJ | January 1964 |
| G-1020 | Magee, John F. | AMA | 1959 |

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|----------------------------|--|---------------|-----------------|
| G-1021 | King, William R. | JMR | August 1965 |
| G-1022 | Crissy, W. J. E. & Kaplan, Robert M. | BT | Summer 1963 |
| G-1023 | Editors | SM | August 1965 |
| G-1024 | Johnson, Robert E. | AMA | Fall 1965 |
| G-1025 | Spencer, Milton H. | BT | Winter 1963 |
| G-1026 | Ehrenberg, A. S. C. | JMR | November 1965 |
| G-1027 | Maffai, R. B. | JB | July 1958 |
| G-1028 | Lazer, William | JM | April 1962 |
| G-1029 | Massy, William F., Frank & Morriaon | JAR | March 1965 |
| G-1030 | Lazer, William | OR | September 1964 |
| G-1031 | Kaufman, Felix | HBR | Jan.-Feb. 1966 |
| G-1032 | Taylor, Thayer C. | SM | 1965 |
| G-1033 | Green, P. E.; Halbert, M.H.; & Robinson, P. J. | JMR | February 1966 |
| G-1034 | This number was not used. | | |
| G-1035 | Robins, William R. | SPJ | Nov.-Dec. 1965 |
| G-1036 | Daignault, Phyllis | SM | August 20, 1965 |
| G-1037 | Crawford, Merle | BH | Summer 1966 |
| G-9038 | Roberts, Harry V. | JB | January 1960 |
| G-1038 | Hammond, Robert A. | BH | Spring 1962 |
| G-1039 | Golde, Roger A. | HBR | July-Aug. 1966 |
| G-1040 | Editors | CEN | January 1967 |
| G-1041 | Swanson, Rowena W. | AF | June 1966 |
| G-1042 | Mossman, F. H. & Worrell, M. L. Jr. | BT | Autumn 1966 |
| G-1043 | Malcolm, D. G. | MS | February 1965 |
| G-1044 | Weinberg, Robert S. | MBP | 1965 |
| G-1045 | Hazelwood, R. Nichols | IST | January 1966 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|--|---------------|-------------------|
| G-1044 | Weinberg, Robert S. | MBP | 1965 |
| G-1045 | Hazelwood, R. Nichols | IST | January 1966 |
| G-1046 | Thompson, William W. Jr. & McNeal, James U. | JMR | February 1965 |
| G-1047 | Freimer, Marshall & Simon, Leonard | MS | February 1967 |
| G-1048 | Salz, Frank | CMR | Spring 1967 |
| G-1049 | Adler, Lee | HBR | May-June 1967 |
| G-1050 | Schaeffer, K. H.; with Fink, John B.; Rappaport, Maurice; Wainstein, Leonard; Erickson, Charles J. | AF | February 1963 |
| H-1000 | Michael, Richard | LLR | 1962-1963 |
| H-1001 | Levy, Jack I. | JB | 1954 |
| H-1002 | Lynn, Robert A. | JM | January 1965 |
| H-1003 | Buggie, Frederick D. | JM | April 1962 |
| H-1004 | Hursh, Robert D. | JM | October 1963 |
| H-1005 | Darnell, Jerome C. | JMR | August 1965 |
| H-1006 | Konopa, Leonard J. | BT | Summer 1964 |
| H-1007 | Phillips, Charles E. Jr. | UHBR | Fall 1963 |
| H-1008 | Editors | SM | December 17, 1965 |
| H-1009 | Knopp, Jacky Jr. | JB | January 1966 |
| I-1000 | Kennedy, John | NDU | June 1964 |
| I-1001 | Whiting, R. B. | AMA | 1959 Proceedings |
| I-1002 | Dean, Chauncey | AMA | 1964 Proceedings |
| I-1003 | Katz, Arthur J. | JM | April 1965 |
| I-1004 | Bierer, Bion B. Jr. | HBR | Sept.-Oct. 1962 |
| I-1005 | Weidenbaum, Murray L. | AMA M | 1963 |

| <u>ABSTRACT NUMBER</u> | <u>AUTHOR</u> | <u>SOURCE</u> | <u>DATE</u> |
|----------------------------|----------------------|---------------|-----------------|
| I-1006 | | DOD | 1965 |
| I-1007 | Boose, William R. | JM | July 1962 |
| I-1008 | Peters, Charles L. | NAA | April 1964 |
| I-1009 | Divita, Sal J. | HBR | Sept.-Oct. 1965 |
| J-1000 | Taylor, James W. | JM | April 1965 |
| J-1000 (2 part) | Patterson, James M. | BH | Spring 1965 |
| J-1001 | Harding, Murray | IM | September 1966 |
| K-1000 | Kiernan, Paul H. | ITR | July 1964 |
| K-1001 | Robinson, Richard D. | IMR | Fall 1965 |
| K-1002 | Haner, F. T. | BH | Fall 1966 |

| <u>SOURCE</u> | <u>CODE</u> | <u>SOURCE</u> |
|---------------|---|---------------|
| AF | Air Force Office of Scientific Research | |
| AMA | American Marketing Association | |
| AMA M | Monograph, American Marketing Association | |
| AME | Advancing Marketing Efficiency | |
| AMJ | Advanced Management Journal | |
| AR | Accounting Review | |
| B | Budgeting | |
| BH | Business Horizons | |
| BM | Business Management | |
| BMR | Basic Methods of Research | |
| BS | Behavioral Science | |
| BT | Business Topics | |
| BTR | Battelle Technical Review | |
| CEN | Chemical and Engineering News | |
| CM | Cost and Management | |
| CMR | California Management Review | |
| DA | Datamation | |
| DC | Department of Commerce | |
| DOC | Government Document | |
| DOD | Department of Defense | |
| DR | Dun's Review | |
| DRMI | Dun's Review and Modern Industry | |
| HBR | Harvard Business Review | |
| HR | Human Relations | |
| IAJ | Institute of Acturaries Journal | |
| ID | Industrial Distribution | |
| TEEE | IEEE Transactions on Engineering Management | |
| IM | Industrial Marketing | |
| IMR | Industrial Management Review | |
| IST | Internal Science and Technology | |
| ITR | International Trade Review | |
| JAR | Journal of Advertising Research | |
| JB | Journal of Business | |

| <u>SOURCE</u> | <u>CODE</u> | <u>SOURCE</u> |
|---------------|---|---------------|
| JIE | Journal of Industrial Engineering | |
| JM | Journal of Marketing | |
| JMR | Journal of Marketing Research | |
| KA | Kaiser Aluminum | |
| LLR | Loyola Law Review | |
| MAC | Marketing and the Computer | |
| MBP | Michigan Business Papers # 40 | |
| MCMP | Marketing Channels for Manufactured Prod. | |
| MKQ | The McKinsey Quarterly | |
| MR | Management Review | |
| MS | Management Science | |
| MSS | Management Services | |
| NAA | N. A. A. Bulletin | |
| NACA | NACA Bulletin | |
| NDU | Notre Dame University | |
| NTSU | North Texas State University Business Studies | |
| N | Scientific and Technical Aerospace Abstracts | |
| OR | Journal of Operations Research | |
| PI | Printer's Ink | |
| POQ | Public Opinion Quarterly | |
| PRJ | Public Relations Journal | |
| PSB | Publication of the School of Business University of Minnesota | |
| SCB | Survey of Current Business | |
| SF | Special Forces | |
| SM | Sales Management | |
| SPJ | Systems and Procedures Journal | |
| STB | Stanford Bulletin | |
| TDM | Transportation and Distribution Management | |
| UHBR | University of Houston Business Review | |
| USC | University of Southern California: Report to Management | |